

## Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-06 RSC-01 /018 W

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R 252249Z OCT 74

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 4525

UNCLAS MEXICO 9127

E.O. 11652: N/A

TAGS: BEXP, MX

SUBJ: GLOBAL MARKET RESEARCH - BID PROPOSALS: LABORATORY  
INSTRUMENTS

REF: STATE A-6864

FOR COMMERCE

THREE MARKET RESEARCH BIDS RECEIVED FROM 15 REQUESTS SENT. ONE  
FIRM (GROUP CONSULTOR) WROTE REGRETTING ITS SCHEDULE WAS TOO  
CROWDED TO PERMIT PARTICIPATION.

1. HAZZARD Y ASOCIADOS S.A. DE C.V.

A) COST \$5000 DOLLARS

B) 78-93 PERSONAL INTERVIEWS

C) TIME 11 WEEKS

D) EXPERIENCE: HAZZARD IS ONE OF LARGER FIRMS IN MEXICO. FIRM  
SAYS CANNOT MENTION PREVIOUS STUDIES WITHOUT PERMISSION OF  
CLIENTS. A COMPETITOR, CONSULTORES INTERNACIONALES, HAD NO  
HESITATION IN LISTING PREVIOUS EXPERIENCE.

2. MERCADO METRICA, S.C.

A) COST 5000 DOLLARS

B) 25-30 PERSONAL INTERVIEWS

C) TIME 12 WEEKS

D) EXPERIENCE: FIRM DOES NOT CLAIM PRIOR EXPERIENCE IN  
MARKET RESEARCH ON LABORATORY INSTRUMENTS.

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3. CONSULTORES INTERNACIONALES, S.C.

A) COST 6,015 DOLLARS OR 75,187.50 PESOS

B) 12 WEEKS

C 185 PERSONAL INTERVIEWS

D) EXPERIENCE: FIRM'S LAST MARKET SURVEY ON SIMILAR PRODUCTS WAS DONE IN FIRST QUARTER 1974, VIZ. FOR NACIONAL FINANCIERA ON PRECISION-OPTICAL APPARATUS.

OF PORPOSALS SUBMITTED, CONSULTORES INTERNACIONALES OFFERS MOST COMPREHENSIVE, PROFESSIONAL PRESENTATION. MANAGER INFORMED EMBOFF THAT FIRM IS FAMILIAR WITH SUBJECT AND HE STATES THROUGH, REPUTABLE MARKET SURVEY CANNOT BE DONE FOR LESS THAN PRICE QUOTED, 6,015 DOLLARS. QUANTITY OF INTERVIEWS OFFERED (185) IS DOUBLE THAT OF NEAREST COMPETITOR. SOMEWHAT LESS IMPRESSIVE, BUT POSSIBLY ACCEPTABLE, IS HAZZARD PORPOSAL WHICH IS WITHIN STIPULATED COMMERCE BUDGET, 5,000 DOLLARS. COMMERCE FEEDBACK ON PREVIOUS HAZZARD STUDIES, HOWEVER, INDICATESLESS THAN COMPLETE SATISFACTION. EMBASSY DOES NOT RECOMMEND THIRD FIRM, MERCADO METRICA, WHOSE ORIGINAL PROPOSAL HAD TO BE REVISED FOR NUMEROUS SPELLING ERRORS. PROPOSAL IS NOT VERY SUBSTANTIAL AND OFFERS CONSIDERABLY LESS INTERVIEWS THAN HAZZARD FOR THE SAME PRICE. IN VIEW OF DIFFICULTIES EMBASSY HAS ENCOUNTERED WITH PAST STUDIES OBTAINED WITHIN PRESCRIBED BUDGETS, COMMERCE MAY WISH TO CONSIDER STRETCHING BUDGET TO CONTRACT A FIRM EXPERIENCED IN SUBJECT AREA SUCH AS CONSULTORES INTERNACIONALES. EMBASSY TODAY MAILING PROPOSALS AS INSTRUCTED REPAIR.

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## Message Attributes

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